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DD/S 64-0289

DD / S R E G I S T R Y

FILE Per 15  
20 JAN 1964

MEMORANDUM FOR: Emmett D. Echols

Emmett:

I think that it would be a mistake to distribute this whole package to the Deputy Directors. I am sure that they will never read it. I suggest that you make available a copy of the summary memorandum which you sent to me. I think that this is about all you can hope to get them to read personally. I think it would be entirely appropriate, however, for you to give the members of the Personnel Advisory Board a copy of the whole package if they want it.

It seems to me that the most useful purpose to be served would be to make selected portions of the package available to appropriate teams going out this fall.

I have scanned the package and have read the three re  
tabs which you suggested. I have excerpted the last paragraph of   
 report and sent it to Mr. Kirkpatrick.

25X1

SIGNED H. Gates Lloyd

*for* L. K. White

Att

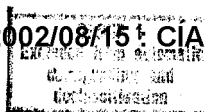
DD/S:LKW:jrf

Distribution:

- 0 - Adse w/O of Att to DD/S 64-0242
- ✓ 1 - DD/S subject w/O of DD/S 64-0242
- 1 - DD/S chrono

DD/S 64-0242 - Memo dtd 15 Jan 64 to DD/S fr D/Pers, subj: "The Reactions of Senior Agency Officials to 'the 100 Universities Program'"

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DD/S 64-0242

Approved For Release 2002/08/15 : CIA-RDP84-00780R000600110003864

MEMORANDUM FOR: Deputy Director for Support

SUBJECT : The Reactions of Senior Agency Officials to "The 100 Universities Program"

1. This memorandum is for your information.

2. The various reports strongly support the continuation of an annual program of faculty visits, not only as a direct aid to our recruitment program, but as a public relations program aimed at clarifying some of the misunderstanding as to the Agency's mission and methods that we have found in academic circles.

3. Among the comments of Agency officials, the following may be of special interest to you:

25X1 a. [ ] (OCI): "This year's program, as I saw it work, was sound. No program of this type can be viewed as a one shot operation. We will have to go back. I believe strongly that we must develop and maintain a good image on the campus and especially with the faculties. Only then will the faculty recommend superior students to us."

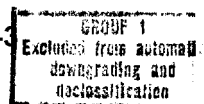
25X1 b. [ ] (OTR): "'This has been fine. You should have done it years ago.' This brief statement describes the general reaction--not necessarily to my presentation--but to the concept. I feel strongly that as an aspect of Agency public relations this exercise was enormously important. I believe we succeeded in creating an awareness of the nature of intelligence and the importance of intelligence to the national security. I believe, also, that we may have convinced some of them who needed convincing that CIA is represented by professionals in many fields rather than dilettantes who are expert in none. This may well be the more enduring benefit of the program."

25X1 c. [ ] (Deputy Chief, SR): "There is also pleased surprise at the scope and variety of academic disciplines which are sought by Agency components. I feel that many in these groups were flattered that we would seek their help and that they could in fact render a real service to us as well as to their best students. They showed considerable interest in wage scales, particularly entry levels for graduate students and especially where it concerned gifted graduate students."

25X1 d. [ ] (C/JOTP): "On the basis of our five meetings, I recommend strongly that the "100 Universities" Program be continued. I believe it would be easier to administer, however, and might make a better long-term impression on the academic world, if it were spread over the school year rather than concentrated in one intensive week. As a personal reaction, I enjoyed our meetings tremendously and am indebted to the Office of Personnel for the opportunity to participate."

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SUBJECT: The Reactions of Senior Agency Officials to "The 100 Universities Program"

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e. [ ] (ONE): "CIA has a much more favorable image among American intelligentsia than the press would lead us to believe. The 100 Universities Program was very much worthwhile, and ought to be repeated. Everything I have heard about the week from other participants all over the country reinforces my conviction that the Agency made a great many friends in influential positions, especially with respect to long-range recruiting ('capital formation,' as one professor described the program) but also as an effort in public relations of general value. The whole range of guests from enthusiastic partisans to skeptics seemed flattered by the attention; most seemed actually grateful that CIA had gone to the trouble of seeking them out and trying to win their good opinion. And I am sure we cleared up many misconceptions; the very willingness to discuss our work cleared up one of the greatest. At the same time, speaking for myself, it was a great refreshment of spirit to get out among the American people we are working for, and for a moment to view the Agency from outside."

25X1

f. [ ] (Chief, Geographic Research, ORR): "Professor Simmons, generally known as the father of Russian Area Studies Programs, on leave from Columbia University for a year's tour at Wesleyan University, sought me out to say how worthwhile he considered this effort of interpreting the work of CIA to university officials, deans, heads of departments, and professors. He was pleased that Wesleyan and Williams College were included and thought that we would do well to consider the inclusion of other small institutions where highly competitive selection of students often guarantees a higher quality of applicant."

25X1

g. [ ] (SA-C/WHd): "It was quite obvious that almost all of our guests had had no accurate information concerning the Agency and its work in the past. I believe that these visits were useful and that a regular program of this sort should be continued by the Agency."

4. In the reports which distinguish between the luncheon and the dinner sessions, the latter are overwhelmingly favored insofar as "doing the job right" and "getting our own money's worth" are concerned. I should think, therefore, that, wherever possible, we should insist upon a dinner meeting. I'm of the opinion also that we may want to spread these presentations over a period of, say, three or four weeks, rather than concentrating them in a single week.

5. The greatest usefulness of the program to Recruitment is in the promise it offers of reaching the graduate student through one or another of his key faculty advisors. We have already seen an increase in the number

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of graduate students referred to us since the speaking program was concluded.

6. At a more appropriate later date, I shall submit for your approval proposed details of a 1964 program of dinner meetings.



Emmett D. Echols  
Director of Personnel

25X1

Attachment

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<b>CENTRAL INTELLIGENCE AGENCY</b> <b>OFFICIAL ROUTING SLIP</b>					
TO	NAME AND ADDRESS		DATE	INITIALS	
1	Deputy Director for Support 7D18 Headquarters		17 JAN 1964	W	
2					
3					
4					
5					
6					
ACTION		DIRECT REPLY		PREPARE REPLY	
APPROVAL		DISPATCH		RECOMMENDATION	
COMMENT		FILE		RETURN	
CONCURRENCE		INFORMATION		SIGNATURE	
<b>Remarks:</b> <p>I am attaching a report on the general reaction of the participants to our 100 Universities Program. I have included one set of copies of Rex's report to me and of the reports received from the participants. They make interesting reading, and if you can find the time to sample them, I suggest you look over those tabbed in red.</p> <p>When we asked the participants for reports, we indicated our intention of distributing them to the Deputy Directors. If you have no objections to our doing so, we will send complete packages to each Deputy Director and to the Executive Director.</p>					
FOLD HERE TO RETURN TO SENDER					
FROM: NAME, ADDRESS AND PHONE NO.				DATE	
Director of Personnel, 5E56 HQ				1964	
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Mr. Lloyd -

Colonel White  
mentioned all of  
these items on  
the phone to Echols.  
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